ORDER

Orders	Order / Rev:	203747		WOLL
	Alt Order #:	6849962	_	WOOd.
	Product Desc:	order	_	JL TV
	Estimate:	910916	_	WOOD
	Flight Dates:	09/09/12 - 09/16/12	Primary AE:	Petry Philadelphia
	Original Date / Rev:	09/06/12 / 09/06/12	Sales Office:	P-PHI
	Order Type:	REG	Sales Region:	Nat
Agency	Name:	Smart Media Group		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		814 King Street	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%
Advertiser	Name:	POL/Detroit International Bridge	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	P3	Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-ISS	- Agency External ID:	IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	51	\$25,900.00	\$22,015.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	51	\$25,900.00	\$22,015.00	0.00
Totals	51	\$25,900.00	\$22,015.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WOOD	35%	\$25,900.00
Market	100%	\$74,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$1,480.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	20%	\$14,800.00
WXMI	16%	\$11,840.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	27%	\$19,980.00

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WOOD 09/10/12	09/10/12	Noon News	CM	12-1p	M	:30	2	\$450.00 P3	0.00 NM	2	\$900.00
		News 8 @ Noon									
NEWS											
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/10/12	09/16/12	M	2	\$450.00	0.00						
E 2 WOOD 09/12/12	09/12/12		CM	12-1p	W	:30	2	\$450.00 P3	0.00 NM	2	\$900.00

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Order / Rev: 203747 Advertiser: POL/Detroit International Bridge

6849962 Alt Order #: Product Desc: order WOOD

Flight Dates: 09/09/12 - 09/16/12 Estimate: 910916

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Noon News News 8 @ Noon									
NEWS			News 0 @ Noon							_	-	
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	W Noon News	CM	\$450.00 12-1p	0.00 T	:30	2	\$450.00 P3	0.00 NM	2	\$900.00
L 3 WOOD	09/13/1	2 09/13/12	News 8 @ Noon	Civi	12-1μ	1	.30	2	φ 4 50.00 F3	U.UU INIVI	2	φ900.00
NEWS												
<u>Sta</u> Week: 09/	art Date	End Date 09/16/12	<u>Weekdays</u> T	Spots/Week 2	Rate \$450.00	Rating 0.00						
E 4 WOOD				CM	12-1p	F	:30	2	\$450.00 P3	0.00 NM	2	\$900.00
			News 8 @ Noon		•				·			•
NEWS	ort Data	End Data	Modedaya	Cnoto/Mook	Doto	Dating						
<u>Sta</u> Week: 09/	art Date /10/12	End Date 09/16/12	<u>Weekdays</u> F	Spots/Week 2	Rate \$450.00	Rating 0.00						
E 5 WOOD	09/10/1	2 09/10/12	M-F 2-3p	CM	2-3p	M	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
DACHE			Rachael Ray									
RACHE Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	M	1	\$100.00	0.00						
E 6 WOOD	09/12/1	2 09/12/12	•	СМ	2-3p	W	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
RACHE	I RAY		Rachael Ray									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	W	1	\$100.00	0.00						
E 7 WOOD	09/13/1	2 09/13/12	•	CM	2-3p	T	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
RACHE	EL RAY		Rachael Ray									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	T	1	\$100.00	0.00 F			\$400.00 D4	0.00 NIM		# 400.00
E 8 WOOD	09/14/1	2 09/14/12	Rachael Ray	CM	2-3p	F	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
RACHE	EL RAY		,									
	art Date	End Date 09/16/12	<u>Weekdays</u> F	Spots/Week 1	Rate	Rating						
Week: 09/ E 9 WOOD				CM	\$100.00 3-4p	0.00 M	:30	2	\$100.00 P4	0.00 NM	2	\$200.00
		2 00/10/12	Dr Oz	OIVI	υ тр	141	.00	_	Ψ100.001 4	0.00 14101	_	Ψ200.00
DOCTO	-	5 15 .		0	Б.,	D ::						
Sta Week: 09/	art Date /10/12	End Date 09/16/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$100.00	Rating 0.00						
E 10 WOOD			M-F 3-4p	CM	3-4p	W	:30	2	\$100.00 P4	0.00 NM	2	\$200.00
			Dr Oz									
DOCTO	-	End Date	Mookdovs	Spots/Mook	Pata	Pating						
Week: 09/	art Date /10/12	09/16/12	<u>Weekdays</u> W	Spots/Week 2	Rate \$100.00	Rating 0.00						
E 11 WOOD	09/13/1	2 09/13/12	M-F 3-4p	CM	3-4p	T	:30	2	\$100.00 P4	0.00 NM	2	\$200.00
DOCTO)DC		Dr Oz									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	T	2	\$100.00	0.00						
E 12 WOOD	09/14/1	2 09/14/12		CM	3-4p	F	:30	2	\$100.00 P4	0.00 NM	2	\$200.00
DOCTO	ORS		Dr Oz									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	F	2	\$100.00	0.00			^-			*
E 13 WOOD	09/09/1	2 09/09/12	WOOD News @4 WOOD News @		430-5a	S	:30	1	\$50.00 P3	0.00 NM	1	\$50.00
NEWS			INGWS @	Journ								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E 14 WOOD		09/09/12	S	CM	\$50.00 430-5a	0.00 - T	:30	1	\$50.00 P3	0.00 NM	4	\$50.00
L 14 WOOD	U 3 /11/1	∠ UƏ/II/IZ		CIVI	+ 50-5d	- 1	.30	1	φυυ.υυ P3	U.UU INIVI	1	φυυ.υυ

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Order / Rev: 203747 Advertiser: POL/Detroit International Bridge

Alt Order #: 6849962 Product Desc: order **WOOD**

Flight Dates: 09/09/12 - 09/16/12 Estimate: 910916

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			WOOD News @ WOOD News @									
NEWS			WOOD News @	430am						_		
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E 15 WOOD		09/16/12	- T	1 420om CM	\$50.00	0.00 W	.20		ΦΕΩ ΩΩ D 2	0.00 NM	1	¢ E0.00
E 13 WOOD	09/12/1	2 09/12/12	WOOD News @ WOOD News @		430-5a	vv	:30	1	\$50.00 P3	0.00 NM	Į.	\$50.00
NEWS												
Sta Week: 09/	rt Date	End Date	<u>Weekdays</u> W	Spots/Week	Rate ©FO.00	Rating						
E 16 WOOD		09/16/12	WOOD News @	430am CM	\$50.00 430-5a	0.00 T	:30	1	\$50.00 P3	0.00 NM	1	\$50.00
21011000	00/10/1	2 00/10/12	WOOD News @		100 00	•	.00	•	φου.σσ1 σ	0.00 14111	·	φου.σσ
NEWS	_											
Sta Week: 09/	rt Date	End Date 09/16/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
E 17 WOOD			5am Daybreak	CM	5a-6am	M	:30	2	\$225.00 P4	0.00 NM	2	\$450.00
			5am Daybreak						V ====================================		_	*
NEWS	D 1 -	E. J.D.	NA/ Lodes	0	Data	Detiens						
<u>Sta</u> Week: 09/	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	Rate \$225.00	Rating 0.00						
E 18 WOOD			5am Daybreak	CM	5a-6am	W	:30	2	\$225.00 P4	0.00 NM	2	\$450.00
			5am Daybreak									
NEWS	mt Doto	End Data	Modeldovo	Cnoto ///ook	Doto	Doting						
<u>Sta</u> Week: 09/	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> W	Spots/Week 2	Rate \$225.00	Rating 0.00						
E 19 WOOD	09/13/1	2 09/13/12	5am Daybreak	CM	5a-6am	T	:30	2	\$225.00 P4	0.00 NM	2	\$450.00
NEWO			5am Daybreak									
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	T	2	\$225.00	0.00						
E 20 WOOD	09/14/1	2 09/14/12	5am Daybreak	CM	5a-6am	F	:30	2	\$225.00 P4	0.00 NM	2	\$450.00
NEWS			5am Daybreak									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	F	2	\$225.00	0.00						
E 21 WOOD	09/10/1	2 09/10/12	6am Daybreak	CM	6-7a	M	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
NEWS8	3-DAYBR	EAK	6am Daybreak									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	M	1	\$650.00	0.00						
E 22 WOOD	09/12/1	2 09/12/12	6am Daybreak	CM	6-7a	W	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
NEWS8	3-DAYBR	EAK	6am Daybreak									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	W	1	\$650.00	0.00			#050 00 D0	0.00.1114		# 050.00
E 23 WOOD	09/13/1	2 09/13/12	6am Daybreak 6am Daybreak	СМ	6-7a	T	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
NEWS8	B-DAYBR	EAK	ouri Baybroak									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E 24 WOOD		09/16/12	T	1 CM	\$650.00 6-7a	0.00	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
E 24 WOOD	09/14/1	2 09/14/12	6am Daybreak 6am Daybreak	CIVI	0-7 a	F	.30	1	φουυ.υυ P3	U.UU INIVI	ı.	φοσυ.υυ
	3-DAYBR	EAK	-									
Sta Week: 09/	rt Date	End Date 09/16/12	Weekdays F	Spots/Week 1	Rate \$650.00	Rating 0.00						
E 25 WOOD			Daybreak Sat @		6-7a	S-	:30	2	\$300.00 P3	0.00 NM	2	\$600.00
	55, 10, 1	_ 55/15/12	Daybreak Sat 6a		J. W	5-	.00	_	4000.0010	3.33 TAIVI	_	φοσσ.σσ
NEWS		- 15 :			.	5						
Sta Week: 09/	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> S-	Spots/Week 2	Rate \$300.00	Rating 0.00						
E 26 WOOD			-	CM	658-8a	S-	:30	2	\$650.00 P3	0.00 NM	2	\$1,300.00
											•	

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WOOD

Order / Rev: 203747

Advertiser:

POL/Detroit International Bridge

Alt Order #: 6849962 Product Desc: order

Flight Dates:

09/09/12 - 09/16/12

Estimate: 910916

Ln Ch	Start	End	Inventory Code		Start/End	I Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			Daybreak Sat @									
NEWS	88		Daybreak Sat@7	ram								
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 09		09/16/12	S-	2	\$650.00	0.00						
E 27 WOOD	09/16/1	2 09/16/12	Daybreak Sun @	6am CM	6-7a	S	:30	2	\$300.00 P3	0.00 NM	2	\$600.00
0			Daybreak Sun @	6am								
	YBREAK	E. J.D.	M/a alada sa	0	Data	Detien						
Sta Week: 09	art Date	End Date 09/16/12	Weekdays	Spots/Week 2	Rate \$300.00	Rating 0.00						
E 28 WOOD				CM	9-10a	M	:30	2	\$500.00 P4	0.00 NM	2	\$1,000.00
L 20 WOOD	03/10/1	2 03/10/12	Today Show 2	OW	5 104	141-	.50	_	ψ500.001 4	0.00 14141	_	ψ1,000.00
TODAY	SHOW	II	, , ,									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/16/12	M	2	\$500.00	0.00						
E 29 WOOD	09/12/1	2 09/12/12	,	СМ	9-10a	W	:30	2	\$500.00 P4	0.00 NM	2	\$1,000.00
TODAY	′ SHOW I	II.	Today Show 2									
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/16/12	W	2	\$500.00	0.00				1		
E 30 WOOD	09/13/1	2 09/13/12	Today Show 2	СМ	9-10a	T	:30	2	\$500.00 P4	0.00 NM	2	\$1,000.00
			Today Show 2									
_	SHOW I			0	Б.	D ::						
Sta Week: 09	art Date	End Date 09/16/12	<u>Weekdays</u> T	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00						
E 31 WOOD			Today Show 2	CM	9-10a	F	:30	2	\$500.00 P4	0.00 NM	2	\$1,000.00
EOI WOOD	00/14/1	2 00/14/12	Today Show 2	OW	5 100	•	.00	_	φοσο.σσ1 4	0.00 14101	_	ψ1,000.00
TODAY	SHOW	II	, , ,									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/16/12	F	2	\$500.00	0.00						
E 32 WOOD	09/16/1	2 09/16/12	NFL Football	CM	8-1130P	S	:30	1\$	10,000.00 P3	0.00 NM	1	\$10,000.00
LIONS	VS 49ER	9	NFL LIONS VS 4	19ERS	(8:00 PM-11	1:00 PM)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/16/12	S		10,000.00	0.00						
					•					Totals	51	\$25,900,00

Totals \$25,900.00